



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
[www.uspto.gov](http://www.uspto.gov)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/910,510	07/19/2001	Michael L. Obradovich	56023/DMC/C685	9704
56317	7590	01/23/2006	EXAMINER	
CHRISTIE PARKER & HALE, LLP P.O. BOX 7068 PASADENA, CA 91109-7066			BAYARD, DJENANE M	
		ART UNIT	PAPER NUMBER	2141

DATE MAILED: 01/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/910,510	OBRADOVICH ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Djenane M. Bayard	2141	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 26 November 2004.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-5 and 26-44 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-5 and 26-44 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                    | Paper No(s)/Mail Date. _____.   |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____. | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
|   | 6) <input type="checkbox"/> Other: _____.                                   |

## **DETAILED ACTION**

### ***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-5 and 26-44 are rejected under 35 U.S.C. 102(e) as being anticipated by U.S.

Patent Application No. 2002/0133500 to Arlein et al.

- a. As per claims 1 and 33, Arlein et al teaches a method for use in a server serving a user of a communication device, the method comprising: maintaining a plurality of profiles of the user (See page 3, paragraph [0029]), which reflect different personae of the user (See page 3, paragraph [0029]); receiving, through a communication network, requests for information from the communication device (See page 4, paragraph [0044], *it is also the compute system through which the user accesses the personae server to request and specify parameters of various personae*) ; collecting requested information from one or more sources ; storing the collected information in accordance with the profiles; and providing, over the communication network, selected information to the communication device (See page 7, paragraph [0084], *For each*

*record that a merchant inserts into the PDB... if a merchant reads @ and uses it to customize pages based on the user's subsequent behavior)*

b. As per claims 2 and 34, Arlein et al teaches the claimed invention as described above.

Furthermore, Arlein et al teaches wherein the profiles include a personal profile (See page 3, paragraph [0032]).

c. As per claims 3 and 35, Arlein et al teaches the claimed invention as described above.

Furthermore, Arlein et al teaches wherein the profiles include a business profile (See page 3, paragraph [0032]).

d. As per claims 4 and 36, Arlein et al teaches the claimed invention as described above.

Furthermore, Arlein et al teaches wherein the profiles include a vacation profile (See page 3, paragraph [0032]).

e. As per claims 5 and 37, Arlein et al teaches the claimed invention as described above.

Furthermore, Arlein et al teaches wherein the one or more sources are connected to the Internet (See page 1, paragraph [0003]).

f. As per claims 26 and 38, Arlein et al teaches the claimed invention as described above.

Furthermore, Arlein et al teaches The method of claim 2 wherein the personal profile includes a

medical record, at least part of the collected information comprising personal medical information being stored in the medical record (See page 3, paragraph [0032]).

g. As per claims 27 and 39, Arlein et al teaches the claimed invention as described above. Furthermore, Arlein et al teaches wherein one of the profiles includes a financial record, at least part of the collected information comprising financial information being stored in the financial record (See page 3, paragraph [0032]).

h. As per claim 28 and 40, Arlein et al teaches the claimed invention as described above. Furthermore, Arlein et al teaches wherein the collected information concerns different resources, the collected information being stored in the profiles based on locations of the resources (See page 5, paragraphs [0047-049]).

i. As per claim 29 and 41, Arlein et al teaches the claimed invention as described above. Furthermore, Arlein et al teaches wherein the collected information concerns different resources, the collected information being stored in the profiles based on types of product or service provided by the resources (See page 5, paragraph [0047-0049]).

j. As per claim 30-32 and 42-44, Arlein et al teaches the claimed invention as described above. Furthermore, Arlein et al teaches wherein one of the types of product or service concerns entertainments, restaurants and/or current events (See page 3, paragraph [0032]) and figure 7).

*Conclusion*

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Patent No. 6,829532 to Obradovich et al teaches a technique for suggesting favorites in navigation

U.S. Patent No. 6,041311 to Chislenko et al teaches a method and apparatus for item recommendation using automated collaborative filtering

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Djenane M. Bayard whose telephone number is (571) 272-3878. The examiner can normally be reached on Monday- Friday 5:30 AM- 3:00 PM..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rupal Dharia can be reached on (571) 272-3880. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Application/Control Number: 09/910,510  
Art Unit: 2141

Page 6

Djenane Bayard

Patent Examiner



RUPAL DHARIA  
SUPERVISORY PATENT EXAMINER